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**NATIONALLY RECOGNIZED VEHICLE GRAPHIC COMPANY INSTALLS GRAPHICS ON
2,500TH VEHICLE**

bluemediia is in motion to lead the non-traditional advertising market space

Tempe, Ariz. – (May 23, 2007) —Industry-leading large format graphic and vehicle wrap company, bluemediia (www.bluemediia.com) today announced it has installed graphics on more than 2500 vehicles to date for local, national and international companies. bluemediia has made a name for itself in supplying the need for clutter-cutting “out-of-home” advertising through its Vehicle Graphics division, most notably becoming the pioneer in turning the Arizona business market on to vehicle wrapping as a highly sought-after marketing tool. Since 2001, bluemediia has invested more than \$1 million in digital printing technology, including: printers, laminators, software and finishing, to enhance the quality of vehicle graphics produced from its multi-million dollar facilities.

A bus, bluemediia wrapped for Comedy Central’s “Mind of Mencia” show marked the 2,500th installed vehicle graphic. Comedy Central is one of many companies to invest heavily in vehicle wraps as a key component of its marketing strategy.

“We turned to the bluemediia team for their expertise and attention to detail in vehicle graphics,” said XXXX, Comedy Central’s Chief Marketing officer. “We are honored to be a part of their continued expansion in the advertising market.”

“We first recognized that vehicle wrapping was the next big thing several years ago, and since then have seen a rapid increase in market need year over year,” said Jared Smith, president of bluemediia. “That market growth makes a lot of sense when you think about the number of in-home advertising options, from internet to TV to radio. Out-of-home is the one of the last few unavoidable media.”

Out-of-home advertising (OOH) is defined as those types of advertising that are meant to reach the consumer while he or she is not in the home. Mediums within out-of-home reach vary, but studies show that a car wrap can deliver up to 8.3 million views per year in a city of 50,000.

Vehicle wraps give the ability for small businesses to compete against other, more capitalized, bigger players allowing them to take market share.

With continuous investment in research and development, bluemediia’s management team sets industry standards using its rigorously tested methods and new technology to provide products to marketers at competitive prices. bluemediia also offers a variety of specialty products to accommodate unique signage and graphic requirements.

About bluemediia

bluemediia is a leading provider of design and printing for use in vehicle, large format and environmental graphic applications for B-to-B and B-to-C organizations. An internationally recognized, award-winning company with a proven track record in the large-format graphics industry, bluemediia aims to transform the marketing industry through its innovative, customized



solutions that overlap across a multitude of mediums. Through its combination of cutting-edge technology, nontraditional approach to ideas and design expertise, bluemediia helps companies get noticed and grow market share through highly relevant communications. Headquartered in Tempe, Ariz., bluemediia's clients include: Coca-Cola, Wells Fargo, Arizona State University and Clear Channel Communications.

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